

From: Scott Breimeister <Scott.Breimeister@pharmsmgmt.com>
To: Michael Dieter <Michael.dieter@pharmsmgmt.com>; Pam Bailey <pam.bailey@omnipluspharmacy.com>; Marco Aguilera <marco.aguilera@omnipluspharmacy.com>
CC: Leonard Carr <leonard.carr@omnipluspharmacy.com>; Brian Swienski <brianski9966@gmail.com>; Hamid Mobli <hamid.mobli@omnipluspharmacy.com>; Kevin Alvernon <kevin.alvernon@ymail.com>
Sent: 1/4/2016 5:18:20 PM
Subject: RE: 12/31/15 Tech Metrics & Final December 2015 Revenue Prior Month Comparison

Ladies and Gentlemen:

Welcome to the 2016. Hope everyone is refreshed and ready for another challenging year of whack-a-mole.

For those that don't have the time, energy or interest to try to figure out the chart below, I'd like to share my interpretation of the data.

The most interesting metric is that Insurance dispensings increased from 2799 in November to 4180 in December. That's a 49% increase which is obviously a huge jump in just one month. Breaking this figure down a bit further, one can see that part of the increase is attributable to the fact that we had three (3) more billing days in December which represents a 13% increase. The other interesting statistic is that dispensing per day increased from 133 in November to 177 in December. This represents a 33% increase in volume per day and is a more accurate gauge for measuring the trend of the business. Even this number however, may be misleading because December is usually the busiest month of the year as physicians and patients are rushing to get procedures done by the end of the year. While we undoubtedly saw an increase in the number of reps and physicians using the pharmacy, the numbers may be somewhat inflated due to the seasonal nature of the business.

January has one less billing day than December, and we won't have the benefit of the December rush. In fact, we'll feel the impact of what is traditionally one of the slowest months of the year as physicians tend to take vacations and patients try to avoid going to the doctor and starting the process of paying copays and deductables until later in the year.

The other interesting metric is the average reimbursement per script fell from \$ 1539 in November to \$ 1412 in December (8.25%). On the surface, this is discouraging. But further analysis shows that it's really quite remarkable that the average only fell by \$ 127 when you take into consideration that our largest margin and highest price product that generated over \$ 800,000 or 20% of November revenue was completely eliminated in December. This product was replaced by lower priced products with significantly lower margins. So it's somewhat surprising that average reimbursement only fell by 8.25%.

This analysis is further evidence of what we've been talking about for the past six months. It's becoming more and more of a volume business. Therefore, it's more important than ever that we strive to increase our monthly dispensings to 8000 – 10,000 per month.

Scott

From: Michael Dieter
Sent: Monday, January 04, 2016 8:32 AM
To: Pam Bailey; Marco Aguilera
Cc: Scott Breimeister; Leonard Carr
Subject: 12/31/15 Tech Metrics & Final December 2015 Revenue Prior Month Comparison

GOVERNMENT
EXHIBIT
1107
4:18-CR-368

GX1107.001

DOJ-SMUBSSB-0000176159
DOJ-SMUBSSB-0000176159-1

December 2015 - Prior Month Rx Sales Comparison				January 2016 - Prior Month Rx Sales Comparison				
	Insurance Dispensings	Total Insurance Pay	Total Avg per Rx		Insurance Dispensings	Total Insurance Pay	Total Avg per Rx	Difference From Prior Month
11/2/2015	93	72,523.19	779.82	12/1/2015	126	144,071.97	1,143.43	71,548.78
11/3/2015	81	101,270.40	1,250.25	12/2/2015	157	271,751.66	1,730.90	242,030.04
11/4/2015	77	100,584.17	1,306.29	12/3/2015	136	159,188.88	1,170.51	300,634.75
11/5/2015	72	102,931.10	1,429.60	12/4/2015	156	215,463.23	1,381.17	413,166.88
11/6/2015	94	149,525.96	1,590.70	12/5/2015	33	32,899.82	996.96	296,540.74
11/7/2015	70	87,222.83	1,246.04	12/7/2015	120	184,458.14	1,537.15	393,776.05
11/9/2015	131	185,890.13	1,419.01	12/8/2015	109	164,763.62	1,511.59	372,649.54
11/10/2015	101	150,680.92	1,491.89	12/9/2015	180	243,263.50	1,351.46	465,232.12
11/11/2015	105	144,106.47	1,372.44	12/10/2015	172	253,108.86	1,471.56	574,234.51
11/12/2015	78	112,288.33	1,439.59	12/11/2015	154	184,573.12	1,198.53	646,519.30
11/13/2015	92	156,311.62	1,699.04	12/12/2015	102	191,027.18	1,872.82	681,234.86
11/14/2015	60	92,172.69	1,536.21	12/14/2015	159	228,060.30	1,434.34	817,122.47
11/16/2015	178	308,948.38	1,735.67	12/15/2015	181	308,916.71	1,706.72	817,090.80
11/17/2015	113	182,901.62	1,618.60	12/16/2015	186	278,087.98	1,495.10	912,277.16
11/18/2015	215	286,868.92	1,334.27	12/17/2015	199	264,368.76	1,328.49	889,777.00
11/19/2015	114	218,096.16	1,913.12	12/18/2015	226	264,477.66	1,170.26	936,158.50
11/20/2015	166	309,385.64	1,863.77	12/19/2015	175	248,233.19	1,418.48	875,006.05
11/21/2015	58	132,665.22	2,287.33	12/21/2015	181	251,431.20	1,389.12	993,772.03
11/23/2015	187	344,808.52	1,843.90	12/22/2015	214	293,818.28	1,372.98	942,781.79
11/24/2015	182	276,457.42	1,519.00	12/23/2015	177	234,618.57	1,325.53	900,942.94
11/25/2015	178	253,488.77	1,424.09	12/24/2015	108	128,864.76	1,193.19	776,318.93
11/28/2015	102	176,795.03	1,733.28	12/26/2015	168	220,961.17	1,315.25	820,485.07
11/30/2015	252	362,942.81	1,440.25	12/28/2015	187	248,854.39	1,330.77	706,396.65
Grand Totals	2799	4,308,866.30	\$ 1,539.43	12/29/2015	231	290,963.71	1,259.58	997,360.36
				12/30/2015	178	282,898.77	1,589.32	1,280,259.13
				12/31/2015	165	314,723.60	1,907.42	1,594,982.73
				Grand Totals	4180	5,903,849.03	\$ 1,412.40	
	133.6	Dispensings per Day			177.2	Dispensings per Day		

Michael Dieter
Senior Analyst

Office: (713) 874-0300 | Ext: 2036

Direct: (832) 834-5052

michael.dieter@pharmsgmt.com

Pharms LLC | 4916 Main Street | Suite 110 | Houston | TX 77002 USA



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